

Digital Diplomacy in the 21st Century

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Capstone

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Capstone Final Project

29.04.2024

Digital Diplomacy in the 21st Century

Big will not beat small anymore. It will be the fast beating the slow" – Rupert Murdoch.

With the fast development of both public relations and political diplomacy, it is clear that as soon as these two fields meet, each other's mutual impact comes into shape so that a set of tactics used within the framework of public relations becomes highly powerful on an international level. The rapid evolution of modern technology and its pervading impact which has reverberated to almost all the inventions in human civilization has enabled it to be integrated into current political relations, diplomacy, and public engagements (Fishman et al., 2023). In the digital age, information is disseminated quickly across borders, and governments rely on media outlets to tell their stories worldwide as compared to the earlier generations. This capstone project focuses on how the various governments, the USA, China, and Russia use public relations techniques to shift people's views through lenses from this intersection, with reference to the Israel Palestine war. The project explores the use of digital diplomacy in the modern. Furthermore, the project seeks to explore how each of the stated countries responded to the Hamas Israel crisis hence unraveling how they use digital diplomacy in foreign crisis response. While this leaves out other global powers that have been active in digital diplomacy, the three have been selected to represent the major continents by populations and financial muscle. Likewise, the three have been for the longest time and most recently epic centers or geopolitical seismic waves whose impact reverberates at a global scale. Furthermore, the three resonate with most of the previous research which as a result provides a rich and wide literature background for dissecting the subject. Even more, China, Russia and the USA have a rich history of geopolitical, economic, military, and diplomatic collisions and they would ultimately be quite paramount for understanding the inner workings of disruptive revolutions and evolution of digital evolutions (Ashton, 2023). Reeling from the shock of the

Digital Diplomacy in the 21st Century

Beijing and New York trade wars and then transitioning to newly-forged strong ties between Russia and China in the post-Ukraine war period provides an interesting narrative for further investigations. And therefore, the selection is ideal for the vantage point of keeping the research concise and focused.

There is a massive threat to global governments at a time when the public's emotional lives are not restricted by national boundaries. Political groupings are likely to benefit more from the widespread adoption of completely interconnected societies and digitally connected communication platforms than they do. However, the bulk of the benefits are likely to trickle to the elite and other higher political status groups who have harnessed the required resources to enjoy such exclusive privileges. As governments try to promote their stories internationally, public relations has been one of the primary players in digital diplomacy (Ashton, 2023). According to Petlach (2023), digital diplomacy can be referred to as the use of digital communication strategies for diplomatic purposes with the internet being an open resource on which messages and correspondence between military embassies and members of different countries are conducted (Fishman et al., 2023). Peering into the post-World War period which coincided with the Cold War period, the world was marked with propaganda mainly propagated by the Kremlin's Nikita Khrushchev and Havana's Fidel Castro. However, modern digital communication strategies have come to ease the pilgrimage through the once uncharted terra incognita through open-source online availability of data and tools for fact checks. Such technological advancements put so much information within the jurisdiction of the general public is more predisposed to the source of the coinage "information is power," as true information puts so much deployable power and capabilities within the yard of the community in both home countries and even to the larger "global village".

Digital Diplomacy in the 21st Century

This topic is important because it has plainly demonstrated how states practice diplomacy during the digital era. Not only is it an issue about the protection of nations' strategic interests that could define their international perspectives, but also whether there can be room for communication. With digital platforms emerging as the battlegrounds for narratives, it is essential to understand how governments convert their stories in order to grasp modern geopolitics. Even more, the comparison between governments eliminates the traces of bias hence paving the way for clearer evidence based on the experiences of three players.

As stated earlier, this capstone project examines Russia, China and USA governments employ public relations strategies to deal with their international image with specific reference to the evidence of the Israel-Palestine crisis. In parallel, it aims to reveal the intricacies of digital diplomacy by critiquing some cases and using available research. There is also a provision for a more critical view of how such techniques impact global communications with the use of ethical issues analysis. Normally, the ethical analysis process uses critical reasoning to examine an ethical issue. This is executed through the differentiation between ethical and unethical issues, the identifying the types of ethical concerns raised by a situation.

The idea of public relations in politics has been examined therefore, the ethical aspect has also become notable owing to progressive digital technologies. This research further aimed to provide additional perspectives on what responsible and transparent communication patterns may resemble when engaging in international interactions by pointing out possible ethical problems associated with shaping people's opinions (Hawkins & correspondent, 2023a). This has been done especially with reference to the available research from media and marketing which have been cited to have the highest impact on consumer psychology manipulations through communication and persuasive language.

After completing this capstone project, one would have a thorough understanding of the strategies used by governments in digital diplomacy. Since the field of international public relations is always evolving, this project not only fills in the gaps in the body of existing literature but also offers an overall direction and lays a formidable ground for future research. In due course, the complexity of politics, public relations, and ethics was analyzed to provide useful thoughts on the modern issues governments face in different regions worldwide, hence giving fresh and highly valuable insights into the gaps digital diplomacy fills in the modern era of almost hypersonic information transmission. As a result, it is beyond any doubt that this project fits in the continuum of digital diplomacy scholarly research acting as the link between the past and future hence harmoniously mapping the present in an interwoven manner.

The Significance of the Study

1. Understanding Digital Diplomacy: By analyzing China, Russia and the USA's digital diplomacy policy, such a study will consequently lead to a more profound comprehension of the global diplomacy transformation that is presently taking place in this digital age. It addresses the fact that each of the big powers uses digital technologies to help their foreign policy or to make international narratives in their favor, but also project their influence all over the world.

2. Implications for International Relations: The consequence of this study regarding the international relations theory and method becomes appealing. Through evaluating the cases of digital diplomacy of various countries, scholars and practitioners can therefore understand the power relations, the privileges, their contenders, and the conflicts surrounding the contemporary geopolitical situation. This awareness is crucial as a tool for solving difficult international challenges and cooperation among the states.

3. Policy Relevance: Through this research, one could understand how the Chinese, Russian, and American governments approach their digital diplomacy, and this knowledge is broadly applicable, especially for policymakers and practitioners working on the formulation and implementation of foreign policy. Distinguishing shared areas of interest and noting differences between platforms will allow policymakers to design their diplomatic tactics, allocate their resources optimally, and be ready to respond to the challenges of the digital domain.

4. Future Research Directions: With this study, the basis for a possible comparison is laid for future studies on digital diplomacy, including the use of a conceptual model for testing hypotheses. Scholars can proceed and research such issues by undertaking an additional examination with broader case studies, moreover, examining how new technologies affect the diplomatic relationship, and finally, researching how digital diplomacy impacts public opinion, state sovereignty, and global governance.

However, the study in question, according to the academic literature on digital diplomacy, and the current policy debate, has shown that modern international relations are an influential part of the role which is played by digital technologies.

Literature Review

In this dynamic environment, the intersection between national interests and international relations has indicated an increasingly integrated practice of connecting public relations tactics with political diplomacy. This literature review aims to present a full picture of current research, highlighting some significant findings from scholars investigating the connections between public relations, politics, and digital diplomacy. A review concentrating mostly on China, Russia, and the United States synthesizes findings from top studies and identifies areas not covered by this study in the literature. Particularly, this research eliminates other big players which has been done

deliberately in the interest of keeping the research concise. However, the same has been catered to throughout the research as the selected countries have tied long-standing relationships with other allied players. For instance, the USA and NATO allies, the Russia- North Korea duo, and so on.

The Role of Digital Diplomacy in Global Context – China Case

Digital diplomacy is gradually becoming the core strategy to pursue international relations, communicate the objectives of foreign policy, shape global narratives, and refine the perception of states in the digital world (Chumeng, 2021). This study entails reviewing the digital diplomacy strategies, and practices of China, the USA, and Russia, as they are major countries at the forefront of digital diplomacy practice. The literature review draws from the most current research on the topic. From the research, what came up was that this area of study has received substantial scholarly attention which forms the basis for this study. Despite this, most of the existing studies focus on individual countries (Ventsel et al., 2021). They give little attention to the comparison between such studies hence more globally-oriented or multinationalism comparison will most likely fill the massive gap that exists in the current research corpus.

The Chinese digital diplomacy, inherent in its bold and unfathomable language tone, has experienced major transformations within the past few years. Scholars such as Chumeng Wu (2021) and Dai & Luqiu (2022) have focused on the strength of "Wolf Warrior" diplomacy which is a transition of the Chinese type of diplomacy from lukewarm to hot. These efforts, represented by the administration's new approach of diplomats with increasing activity in social media community platforms such as Twitter and Facebook, are a reflection of a turn towards something different from what China used to be.

The term "Wolf Warrior" was mainly brought into discussion in academic circles where the works study of Mattingly & Sundquist (2023) and Min (2020) are considered as an example

Digital Diplomacy in the 21st Century

that shed light on efficiency and impact on China's foreign relations. Mattingly & Sundquist (2023) conclude that despite the fact that such tactics may align with the domestic audience in the long run, they will create the enemy out of the global partners. Huang and Wang (2021) evaluate the application of digital public diplomacy by China on social media sites like Weibo and Twitter, mainly under the auspices of the US-China trade war, as it relates to online communication in molding public views and conveying impressions across borders.

The United States have played the digital diplomacy role for a long time now, as they utilize social media and other digital platforms to be able to promote foreign policy goals. There are studies on, for instance, the information dissemination strategy and the creation of digital disinformation countermeasures by the US Department of State and other governmental bodies Danziger & Schreiber (2021) and Prier (2020). Danziger & Schreiber (2021) identify that US diploma accounts business face management is the core and provide insights into the details of digital diplomat communication.

In addition, the Blume & Rauchbauer (2022) article offers perspectives on "cultural tech diplomacy" featuring Silicon Valley as a stakeholder with great influence on international relations. On the one hand, digital technologies provide increasingly more sophisticated possible channels of diplomatic interaction, on the other, there are some ethical and cultural dilemmas associated with their use that the diplomats have to address with care. Mazumdar (2021) does a comprehensive examination of a broader topic of digital diplomacy and as such has questions where its position is just another phase of public engagement or an extension of traditional diplomacy into the digital realm.

The Application of Digital Diplomacy in Warfare – Russia Context

Russia's style of digital diplomacy is laser-focused on its application of information warfare and strategic communication approaches for the purpose of achieving its political goals beyond the borders. Scholarly studies from Baumann (2020) and Ventsel et al. (2021) on Russia's discourse on information warfare and the repercussions of this friction for Russia-West relations. Baumann (2020) zeroes in on the dilemma of "propaganda fights" when being involved in what Russia does in Western countries, drawing attention to social media as a tool for building public opinion on a particular subject.

Tsvetkova (2020) and Tsvetkova & Rushchin (2021) point to Russia's case, where the power of soft power turned into strategic communication and key messages are what Russia is really paying attention to during its digital diplomacy actions. The debates acknowledge that the Russian digital outreach aims to reinforce Russian presence and challenge the Western narratives, in the regions of global utility, in particular. Additionally, Bolton (2021) considers the function of information warfare in targeting ontological security. This role is accentuated psychologically by the use of digital diplomacy that victimizes public perceptions and leads to their manipulation. In summation, digital diplomacy built a substantial block to the international relations of the modern days, influencing the behavior of states in such a way as China, the USA, and Russia. Although each state uses its own tactics in the field of digital diplomacy, they all follow a single goal of presenting their national interests in the virtual space, managing one's narratives in it, and engaging the foreign audience there.

One of the works investigating Russian digital diplomacy by Tsvetkova (2020) offers insights into how Russia's soft power strategies are growing. The article highlights Russia's rise in using cyber platforms globally to extend its influence. For instance, through the occupation of

Digital Diplomacy in the 21st Century

Crimea, Russia used social media strategically to form narratives and sway global sentiment. Using platforms such as Twitter and Facebook enabled the Russian government to share its perspective, thus showing that digital diplomacy can effectively strengthen the national narrative.

Bolton's (2021) understanding of information warfare examines ontological security as a target for the present-day World. On world security, people or even states can maintain a lasting identity due to stability and predictability. As part of information warfare, narrative manipulation becomes a powerful tool in affecting perceptions and disturbing ontological peace. For example, Information warfare, like the disinformation Russia used in various geopolitical incidents such as the annexation of Crimea and the Skripal poisoning, portrays how states that are targeted can be destabilized through undermining ontological security. The 2016 U.S. presidential elections are one relevant occurrence of Russia's interference. Russia was attempting to undermine the ontological security of American citizens as it spread disinformation and sowed discord among them, prompting Americans to question their country's democratic processes.

Digital Diplomacy – New Ways to Engage

Mazumdar (2021) discusses the idea of digital diplomacy, whether it is internet-based activities in public diplomacy or new ways to engage. The article fosters a look into the various dimensions of digital diplomacy, emphasizing distinguishing between general diplomacy and the interactivity of Internet platforms. This difference is important when discussing how countries like the USA apply social digital media diplomacy in advancing modern diplomacy with the use of technology. Similar research from Tsvetkova and Rushchin (2021) which discusses Russian public diplomacy, focusing on the shift from soft power towards strategic communication shows how Russia uses different communicative tools to promote its geopolitical interests. These studies highlight how to use state-owned media houses, including the likes of R.T. Russia, or tactful

communication during important episodes reflecting how these digital platforms subtly sway global discourses.

According to the study by Ventsel et al. (2021), fear functions in strategic narratives. However, this function is dependent on soldiers' low morale or high consumption of alcohol and aggressiveness towards civilians who oppose war-related propaganda emanating from mainstream media outlets controlled by their government when Zapad Ukrainian military exercises are conducted that are addressed herein. The study detects the conscious language motives used in narratives to influence perceptions and emphasizes that fear is a prominent mechanism for strategic communication. Russia's tactics prove that during the Zapad war games, information warfare focused on fear-promoting elements, and in particular, it was directed toward what the Russians call a potential threat. This study shows a prominent example of how digital diplomacy as applied in Russia has been utilized elsewhere in shaping public opinion. Also, a case study on the digitalization of public diplomacy in China by Huang and Wang (2021) provides an insightful perspective into how various dynamics shape Chinese diplomatic strategies, focusing particularly on Weibo as well as Twitter." China manipulates international relations in the digital realm, particularly during critical periods such as trade wars between America and China. In the article, we witness how China represents its position through these platforms by underlining that digital diplomacy helps to address international image crises during geopolitical controversies. While these studies are not directly related to the research question, they highlight the power of digital diplomacy and its pervading impact.

Prier (2021) discusses a social media platform that can also be used for information warfare. This study shows how social media companies alter the stories, propagate lies, and shape people's views. For instance, cases of election fraud, such as suspected Russian hacking through

Digital Diplomacy in the 21st Century

social media streams into the 2016 U.S. presidential elections, are instances that show these platforms can be used to prosecute an information war and dictate public discourse towards desired ends. More findings from Szostek (2021) discuss the impact of information warfare on public diplomacy in the critical reflections. This is evidence of how nations manage public diplomacy efforts in the face of information warfare. For instance, During the current information war between China and the U.S., public diplomacy efforts from both sides get even more tangled because of this reason. Both countries want to influence the way other nations interpret world events not only through diplomatic means but also by using digital channels as a medium for influencing international viewers. Information warfare is a powerful tool in contemporary governance and has been applied extensively by big players such as China, Russia, and the USA in striking each other's camp hence influencing the global view of one another.

In his 2020 article on Information Warfare Discussions in Russia – West Relatedness, Baumann explores the "propaganda battles and disinformation campaigns used." This study presents the framing of information warfare via political speech and how this confrontation affects international relations. The claim that Gaza is Palestinian land, while showing sympathy towards the Palestinians' rights, involves those in the global South, is not seen as a complete solution to what goes on at ground level. This has damaged the U.S.'s reputation in these areas, which shows that information warfare can have subtle impacts on international perceptions of a nation or entity. Thus, digital diplomacy has become an integral component of international relations because it uses technology to create a dialogue in foreign affairs and even influence global public opinion.

Social Media as the Avenue for Digital Diplomacy

Goksu and Ozkan 2021) explore the means and opportunities that digitalization brings to diplomacy in their work, "Digital Diplomacy: An Evaluation of The Means and Opportunities

that Digitalization Brings to Diplomacy” the Authors analyze digital tools and Platforms as Means to Support Diplomatic activities. As GÖKSU and ÖZKAN (2021) identified, one of the primary instruments for diplomacy is social media. For example, countries, such as the United States have used platforms like Twitter and Facebook to communicate directly with audiences around the World. Donald Trump's use of Twitter, as highlighted by Blume and Rauchbauer (2022) in "How to be a digital humanist in international relations.” Leaders employ such platforms to communicate policies, interact with the citizens directly and shape international narratives. One of them reads, "Cultural tech diplomacy confronts Silicon Valley." This indicative of the growth that has been realized since adoption of digital diplomacy and its integration into foreign relations.

Shumba (2022) emphasized the Wolf Warrior Diplomacy that China has been implementing with an assertive character, explaining how digital platforms promote and defend national interests. China is using sites like TikTok, WeChat, and others as tools to promote its image all over the World (Shumba, 2022). The World and Road Initiative (BRI) can be seen as one of the highest illustrations of digital channels being used for dialogue and advocating Chinese foreign policy goals. The same is echoed by Sullivan and Wang (2023) investigating the relationship between official diplomacy and cyber-nationalism in Chinese "Wolf Warrior Diplomacy". Chinese "Wolf Warrior Diplomacy" is an assertive and confrontational diplomatic technique characterized by the vigorous defense and combative rhetoric of world needs on the global stage. Wolf Warrior tactics stand out as being more assertive than conventional Chinese diplomacy and such practices seek to demonstrate power while proclaiming China's influence. Unlike the strategies of Russia and the USA which have a more subtle and clandestine narrative-shaping communicative plan, this approach is much bolder (Sullivan and Wang, 2023). The

Digital Diplomacy in the 21st Century

authors conclude that aggressive statements made by representatives of China's foreign affairs on social media platforms are a calculated approach to support the stance of its domestic audience. For instance, the Twitter fight between Chinese diplomats and foreign officials in the early days of COVID-19 is one case wherein cyber-nationalism's potential to enhance China's global image comes into play. Chinese diplomats use sharp rhetoric and assertive behavior online to promote support back home and project an image of power abroad thus underscoring the power of digital diplomacy and its influence in determining how people construe and interpret global happenings.

Dai and Luqiu (2022) offer a detailed study of the evolution of "Wolf Warrior Diplomacy" in the new era. The authors contend that this method is a deviation from customary Chinese diplomatic practices. They refer to certain events like China's reactions towards foreign leaders' criticism or the justification of Chinese territorial demands in the South China Sea. Examining these cases, the article reveals how China's aggressive diplomacy takes center stage in its arsenal of foreign policy tools and shows a trend towards a more aggressive approach in international relations. Mattingly and Sundquist (2023) discuss the circumstances in which "Wolf Warrior" tactics used by Chinese diplomats' work. China's diplomatic efforts are subtle, and the article underscores that assertive tactics are only effective under specific circumstances.

Min (2020) explores the mystery of "Wolf Warriors" that get pretty hot before cooling off. The author looks at situations where aggressive rhetoric used by Chinese diplomats becomes less sharp as time passes. For instance, the reduction of tensions between China and India after border clashes demonstrates how "Wolf Warrior" diplomacy develops by geopolitical goals. This article helps us to realize the abilities of adaptability and pragmatism in China's diplomatic market.

Having read Martin's (2021) "China's Civilian Army," one can learn about the key roots and undeniable causes of emerging "Wolf Warrior Diplomacy." Through an in-depth investigation

Digital Diplomacy in the 21st Century

into diplomat training background, this article shows how China chooses to develop a military staff with pronounced nationalistic peculiarities. The book demonstrates that the method of how they select and train diplomats helps to form a united, aggressive corps for "Wolf Warrior" actions to have their institutional basis. Therefore, a more profound look and detailed analysis of the situation could give valuable insights into how digital diplomacy has been integrated into the current diplomatic training practices.

Wu's (2021) article aims to study how Chinese nationalism is evolving with the help of "Wolf Warrior Diplomacy." In his article, he looks into the close connection between state-driven aggression and public aspirations. By considering particular instances, like China's comeback to international condemnation of its human rights practices, the article demonstrates why "Wolf Warrior" approaches appeal to a nationalist impulse that, in turn, informs and is informed by public opinion.

The study by Danziger and Schreiber (2021) is centered on face management regarding digital diplomacy, where Twitter accounts representing Ministries of Foreign Affairs are analyzed. This article outlines the ethical aspects of social media platforms for constructing national identity and reputation. Countries' use of MFA Twitter accounts provides a wealth of instances. For instance, the Twitter account of The United States State Department frequently takes the diplomatic route; there is a re-emphasis on collaboration and global leadership. However, in critical diplomatic situations – like a trade spat or security issue the tweets might be more aggressive, depicting how tricky the ethical boundaries between national interests and diplomacy are.

In digital diplomacy, Mazumdar's (2021) article investigates the scope of internet-based public diplomacy activities. This matter is related to the ethical considerations regarding such

factors as transparency, authenticity, and possible manipulations of public opinion. For instance, China employs internet-based public diplomacy through platforms such as TikTok and WeChat. While such platforms enable China to represent its culture and achievements in a positive light, there are concerns regarding the government's control over information as well as the possibilities of falsely portrayed narratives that raise questions about authenticity.

Bjola and Manor (2022) explore the transfer from digital adaptation to digital adoption in diplomacy, highlighting the digitization of traditional diplomacy practices. There is a need for ethical considerations as nations use hybrid diplomacy where physical and digital means are combined to achieve their goals. For example, if the U.S. came out openly with its view on Gaza, then this ethical dilemma would be brought into sharp focus as there were potential facts to twist, which would damage their image in the Global South, for instance. The U.S.'s public statement on Gaza, declaring it a Palestinian territory under Hamas' control, is seen to be ethically questionable and has left that country with a tarnished image in the South. The ambivalent reactions from the global community and the opinions that have been expressed through the internet highlight the limitations of digital diplomacy in particular political matters (Bjola & Manor 2022). Therefore, this lays the ground for the estimation of the true impact of digital diplomacy in the control of critical global matters. The statement simplifies a complex geopolitical situation and thus misleading the international community. Such simplification could be regarded as an ethical breach because it needs to take into account the complicated realities and historical background of the Israel-Palestine conflict.

This capstone project contributes to this literature review by synthesizing existing research on the intersections of public relations, politics, and digital diplomacy by conducting a focused content analysis of Russia, the USA – and China. This study unravels the subtle patterns and ethical

Digital Diplomacy in the 21st Century

dimensions of digital diplomacy strategies by systematically reviewing their public declarations, media coverage, and communications via official diplomatic channels. The research aimed to address gaps in the literature by providing a thorough analysis and valuable insights into what is currently happening with the international relations landscape thus covering the areas of research corpus such as comparison in the trends and the dynamics of digital diplomacy in different countries.

Research Questions and Methodology

Research questions

Primary research question: In the era of digital diplomacy, how do the USA, Russian, and Chinese governments employ public relations strategies in the digital diplomacy era to manage their international image and influence public perception on a global scale, and what are the ethical considerations?

Secondary research questions:

1. What type of public relations strategies are employed by Russia, the USA, and China in digital diplomacy as observed from their official statements on social media platforms and mediated communications between governments with specific case of Israel-Palestine case?
2. In what ways are these nations leveraging digital platforms like social media in response to Israel-Palestine war shape international views; and which patterns, motifs, and trends emerge over their efforts in shaping global perceptions via online diplomacy?

Scholarly Research

Data Analysis

The purpose of this research is to study how international representations of Russia, USA and China was depicted in their response to Israel-Palestine. The research uses both qualitative

Digital Diplomacy in the 21st Century

and quantitative research methods to portray a complex view of the trends and tools that play the most important role in digital diplomacy and find out the specific side of the war which the countries supported hence identifying the possible areas of bias. Qualitative research involving the analysis of the content of selected press releases was applied in the identification of themes. Quantitative data analysis involved an analysis of the number of press releases the classification of the content to identify the most weighted subjects with attention to specific keywords such as Israel, Palestine, war and Hamas and the frequency of their appearances and significance.

Research Design

The process of research involved both quantitative and qualitative tools, which were used for the data mining and processing through entering keywords, determining their frequency. Qualitative approach is designed to study complex processes and understand underlying mindsets and motives of people and people's behavior. Quantitative methods help to formulate statistics and provide numeric data as supporting findings. A cross-sectional systematic review was carried out involving analyses press releases and to collect data based on which the themes were identified and analyzed.

Sampling Technique

The purposive sampling was used to choose the press releases that could be linked with digital diplomacy. The press releases were taken from official government sites as well as the diplomatic press offices. For ensuring a more focused study, the researcher selected only the press releases pertaining to Israel Hamas' case and the ones that were published in between 7th of October and 7th of November on 2023 specifically the ones coinciding with the war.

Data Collection

This survey for the hypothesis was precisely organized by the overall data collection process, where the researcher systematically obtained the data from the numerous sources with main attention to press releases from the official government websites of Russia, USA and China. Likewise, the official government Twitter handles served as the complimentary primary sources to obtain official declarations, speeches and diplomatic communications flowing from the governments of the USA, Russia and China in relation to the Israeli war. These sources offered incomparable answers on what type of digital diplomacy tools and strategies were used by the considered countries. Digital diplomacy sources presented a rich information on the government of the countries being an analysis of their digital diplomacy initiatives and engagements. Besides that, the statements and declarations published by embassies and agencies of the United States, Russia, and China were also included in this process. The official press releases gave the necessary insights into the particular techniques and strategies adopted by each country to manage their international public image using digital diplomacy and how the same has been replicated in the Hamas case. The study adopted a mixed research approach, that covered an extensive range of sources in order to comprehensively analyse the digital diplomacy landscapes of these nations while uncovering their approaches, challenges and successes in terms of shaping the external perceptions in their orientation to the Israel-Palestine conflict.

Data Analysis

The collected data was analyzed using both qualitative and quantitative methodologies.

Qualitative Analysis

Qualitative data analysis services consisted of a review of mainly press releases and official statements to spot a connection of themes, patterns, and trends that are related to digital diplomacy. The dimension of content analysis based on quantitative properties involved researching these

qualitative facets present in the collected data. A critical review of public figures' quotes and official press releases accompanied by an examination of the media coverage aimed to pinpoint the general and specific constraints, persuasion tactics, and linguistic patterns that were used in response to the Palestine conflict (Kaur et al., 2019). This qualitative level of analysis illuminated the granular details that affected the way how the rest of the world, probably, saw these countries. Therefore, considering the case of the framing of geopolitical events or diplomatic decisions also creates a huge degree of getting the picture of deliberate attempts to influence the public mentality.


Quantitative Analysis



Data analysis techniques involved descriptive and inferential statistics, data from official statements to be processed. Descriptive statistics work as a summary of key variables in digital diplomacy effort and frequently distribution. Besides that, the content analysis was applied in a way to have quantitative measures for more comprehensible and distinctive results. The quantitative evaluation utilized, among other variables, the number of times keywords are used, the tone or the tone taken for other statements, or the weight given for some topics (Gilad, 2021). Quantitative research was carried out through keyword search and noting the number of results for single keywords then advancing for deeper keywords search through the combination of more keywords using an online randomizer approach to arrive at the most pertinent press releases. However, unlike qualitative data, quantitative data analysis remained challenging due to the inherent nature of the subject. Therefore, it was challenging to pin down the precise number due to the ongoing nature of digital diplomacy, varied definitions, and limited classified data access. However, it was possible to gather substantial evidence pertaining to the subject. "In 2021, China had 189 accounts related to its diplomatic corps. Between June 2020 and February 2021, Chinese diplomats tweeted 201,382 times, and received one million comments and seven million likes"



Digital Diplomacy in the 21st Century


(Mette & Kristoffer, 2023). "As of March 2024, 22 out of 29 initiatives are under the digital economy and infrastructure pillar" (Carnegie Endowment for International Peace, 2024). Digital diplomacy data for Russia could not be identified. This type of data analysis provided a basis for a more organized and measurable method of collecting information that, in turn, allowed them to establish statistics on research.

United States Government Website Keyword Search Results of All Time.

Keyword(s)	Frequency/ results	Significance
Israel	42,256	 <p>The keyword Israel is important as it is one of the elements involved in this study hence its presence leads to the discovery of the most relevant content. However, there were too many results hence it important to narrow down to more relevant keywords.</p>

<p>Palestine</p>	<p>1316</p>	 <p>The keyword Palestine had fewer appearances hence it as likely to lead us to the most relevant press releases.</p>
<p>Hamas</p>	<p>2022</p>	 <p>There was a significant number of the word 'Hamas' which laid the ground for even narrower research. This keyword is important as its presence could provide leads to coverage about the conflict</p>

<p>Israel+Palestine</p>	<p>1287</p>	 <p>The combination of the keywords, Israel and Palestine was run to provide clearer results but the results were still too many with some irrelevant</p>
<p>Israel+Palestine+Hamas</p>	<p>608</p>	

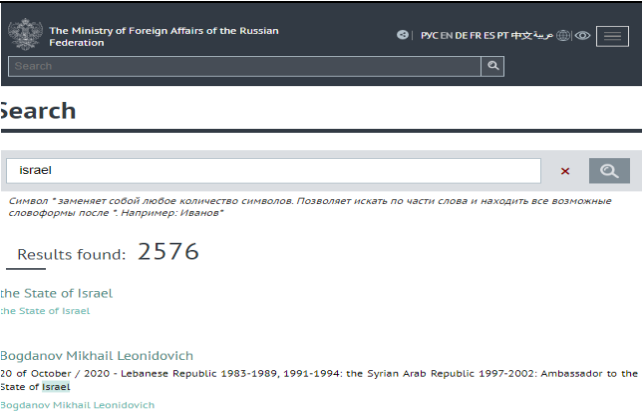
		<p>The keyword, Israel, Palestine and Hamas were run which provided a lower number of results but still scattered across the years</p>
<p>Israel+Palestine+Hamas+War</p>	<p>610</p>	 <p>The keywords, Israel, Palestine, Hamas and War whose results led to 610 total results requiring a one-month duration filter October to November 2023 to find the most suitable.</p>

“Palestine” 1316 / “Hamas” 2022 = 0.65

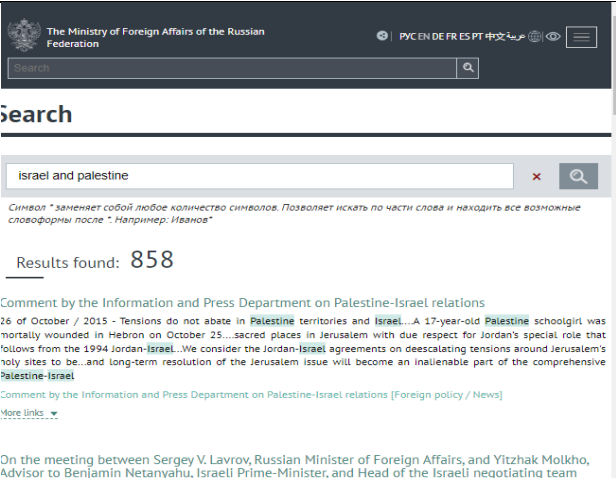
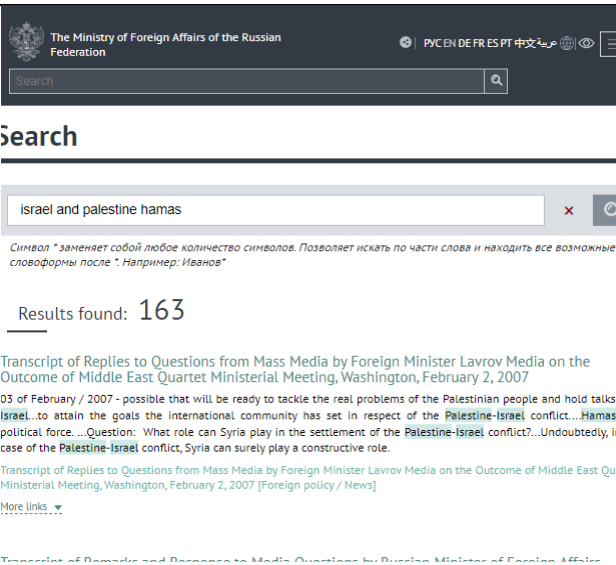
These statistics have crucial importance in understanding the US’s approach to the sides and the conflict as well. The fact that “Israel” is mentioned nearly 32 times more than “Palestine” talks about the undeniable alliance between US and Israel. However, what is even more interesting is the fact that “Hamas” is mentioned in 706 more cases than “Palestine”, which showcases the idea that US doesn’t acknowledge them as a state and uses its digital diplomacy to once again create an image that Palestine=Hamas and Hamas are terrorist organization as US believes. Finally, the nearly same results (608 and 610) of combining Israel+Palestine+Hamas and then adding to it “War” as well, can be interpreted in a way that US is interested and are ready to pronounce the

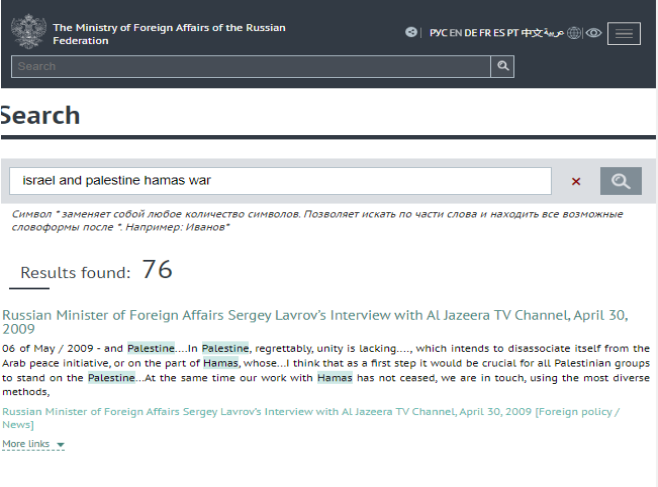
name “Palestine” nearly only in the context of the conflict. These are the best highlighters of the nature of the support that US is providing for Israel.

Russian Government Website Keyword Search Results of All Time.

Keyword(s)	Frequency	Significance
Israel	2576	 <p>The screenshot shows the search interface of the Russian Ministry of Foreign Affairs website. The search bar contains the word "Israel". Below the search bar, it indicates "Results found: 2576". Several search results are visible, including "the State of Israel" and a profile for "Bogdanov Mikhail Leonidovich" with dates and locations.</p> <p>The keyword Israel is important as it is one of the elements involved in this study hence its presence leads to the discovery of the most relevant content. However, there were too many results hence it important to narrow down to more relevant keywords.</p>

<p>Palestine</p>	<p>1013</p>	 <p>The keyword Palestine had fewer appearances hence it as likely to lead us to the most relevant press releases.</p>
<p>Hamas</p>	<p>346</p>	 <p>There was a significant number of the word ‘Hamas’ which laid the ground for even narrower research. This keyword is important as its presence could provide leads to coverage about the conflict</p>

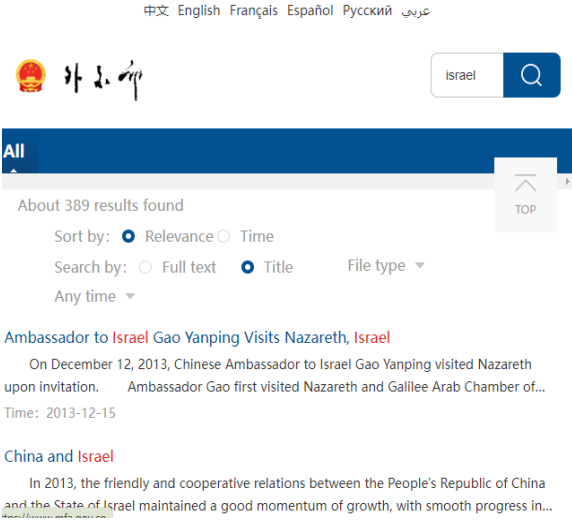
<p>Israel+Palestine</p>	<p>858</p>	 <p>The combination of the keywords, Israel and Palestine was run to provide clearer results but the results were still too many with some irrelevant</p>
<p>Israel+Palestine+Hamas</p>	<p>163</p>	 <p>The keyword, Israel, Palestine and Hamas were run which provided a lower number of results but still scattered across the years</p>

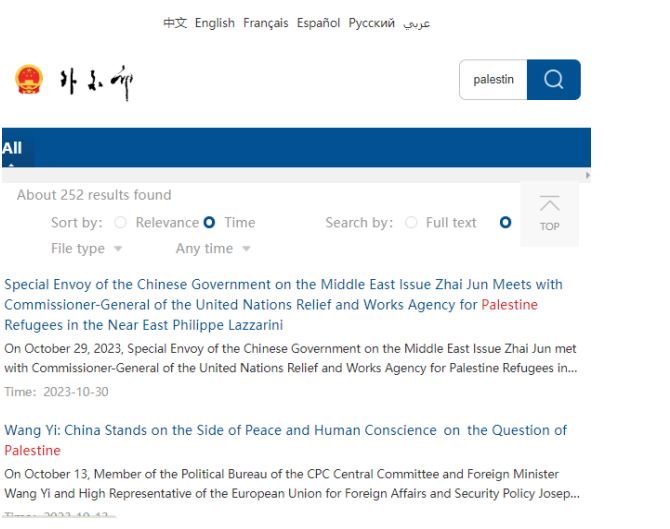
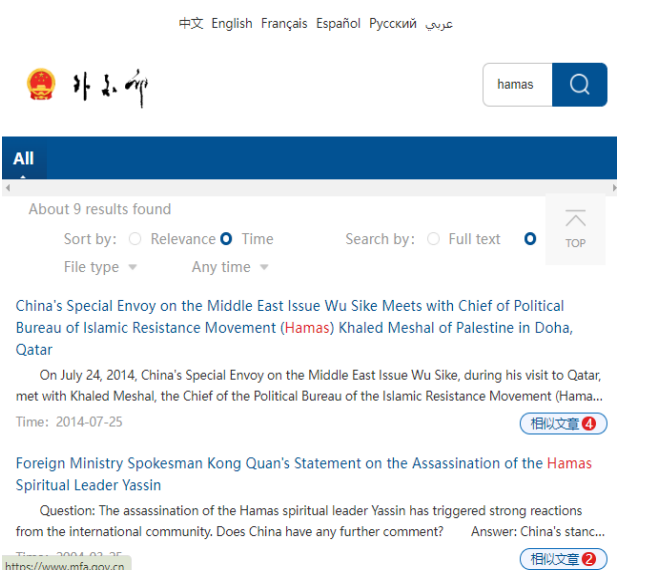
<p>Israel+Palestine+Hammas+War</p>	<p>76</p>	 <p>The keywords, Israel, Palestine, Hamas and War whose results led to 76 total results requiring a one-month duration filter October to November 2023 to find the most suitable.</p>

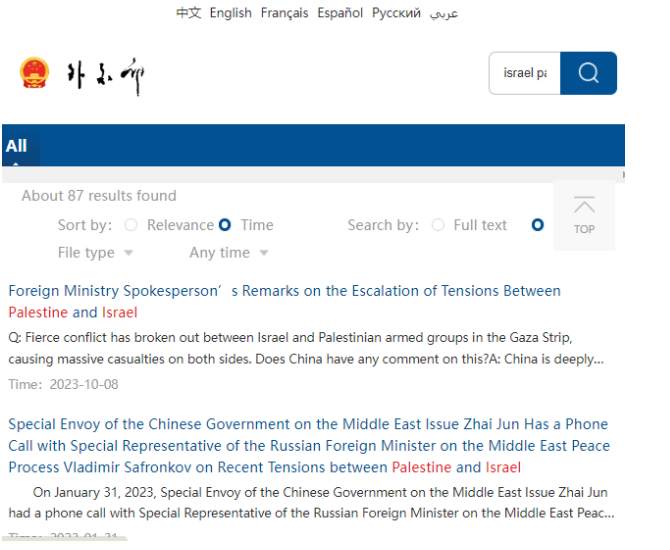
“Palestine” 1013 / “Hamas” 346 = 2.92

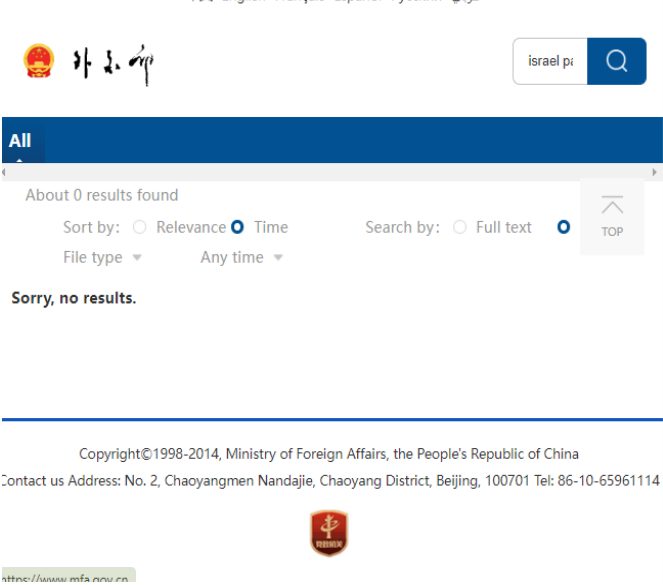
Russia is trying to target itself as an unbiased side. However, prioritizing the human rights, more usually in the context of the rights that Palestinians have. Unlike US, Russia is mentioning “Palestine” way more than “Hamas”, which shows their empathy towards Palestinians. The same explains the fact that the numbers of combinations with “War” is less. Moreover, the usage of “Hamas” was usually connected with the West’s accusations about the possible connection between Russia and Hamas.

Chinese Government Website Keyword Search Results of All Time.

Keyword(s)	Frequency	Significance
Israel	389	 <p>The keyword Israel is important as it is one of the elements involved in this study hence its presence leads to the discovery of the most relevant content. However, there were too many results hence it important to narrow down to more relevant keywords.</p>

<p>Palestine</p>	<p>252</p>	 <p>The keyword Palestine had fewer appearances hence it as likely to lead us to the most relevant press releases.</p>
<p>Hamas</p>	<p>9</p>	 <p>There were 9 appearances of the word ‘Hamas’ which laid the ground for even narrower research.</p>

		<p>This keyword is important as its presence could provide leads to coverage about the conflict</p>
<p>Israel+Palestine</p>	<p>87</p>	 <p>The combination of the keywords, Israel and Palestine was run to provide clearer results but the results were still too many with some irrelevant</p>
<p>Israel+Palestine+Hammas</p>	<p>0</p>	 <p>Copyright©1998-2014, Ministry of Foreign Affairs, the People's Republic of China Contact us Address: No. 2, Chaoyangmen Nandajie, Chaoyang District, Beijing, 100701 Tel: 86-10-65961114</p>

		<p>The combination of the keywords, Israel and Palestine was run to provide clearer results but there were no results for such keywords</p>
<p>Israel+Palestine+Hammas+War</p>	<p>0</p>	 <p>The combination of the keywords, Israel and Palestine was run to provide clearer results but there were no results for such keywords hence Hammas became the point of focus</p>

“Palestine” 252 / “Hammas” 9 = 28

The similar numbers of mentions of “Israel” and “Palestine” restates the image of a peacekeeper that China is trying so hard to create and maintain by advocating impartial attention and care to both sides. Also, highlighting its importance and the importance of the involvement of international powers to secure peace in the territory.

Overall, the most interesting part is that compared to other two powers the usage of term “ Hamas ” is extremely higher as it tries its best to make Palestinians terrorists in the world’s eyes. Russia’s mentions are still less than US but higher than China as Russia uses this conflict to highlight the double standards that US has about Human Right protection and Palestinians. Also, trying to protect its image from the connection with terrorists. In this situation. China has the most comfortable place for it to strengthen its place as an international great power, peace keeper and game changer.

A total of nine press releases with three for each country were identified after the research.

Research on a qualitative level together with quantitative research gave the research a certain degree of objectivity and measurability supporting the analysis on an explorative level and allowing for patterns that may not have been identified during qualitative design. It aimed to capture an accurate picture of public relations by subjecting some data to analysis on a quantitative level and thus understand more clearly how widespread and successful certain strategies were. The works on quantitative and qualitative analysis approaches gave grounds for their integrated employment and a comprehensive study of the digital diplomacy efforts of Russia, the USA, and China. Through this strategy a holistic and nuanced understanding of a whole sphere was gained, the complexity of which was related to shaping global perceptions through different means of communication.

Ethical Considerations

Ethical benchmarks were adhered to in the course of the research process so as to have a study that suits the demand and gives the expected results. All the sources are used with the right acknowledgement.

Results, Findings and Discussion

When considered heuristically, the internet has undergone more of revolution than evolution with its pervading impact extending almost all aspects of human daily living. Even more, this has been more pronounced in the foreign diplomacy as it has eased the speed and convenience at which information is disseminated and accessed. On the flipside, however, this carries a huge level of risk as propaganda as information of high diplomatic importance can as well be spread to the society. Across the globe, government spanning from the most established democracies and nations such as the United States, China, Russia and European powers extending to the least developed countries are utilizing the immense advantage of the internet in their interactions with the global community. Indeed, the internet has come in handy in easing the spread of both domestic and foreign policies to diverse audiences at speeds unfathomable in the past century. This new realm filled with both challenges and opportunities has been crucial in official government communications and correspondence in matters related to response after calamities and wars as well as expressing the perspective of national governments on global affairs (Ashton, 2023). In parallel, this has led to the inception of terminologies such as soft power and digital diplomacy. Essentially, digital diplomacy refers to diplomacy through digital media channels where foreign diplomacy is the most prevalent entity.

From a broader perspective, digital diplomacy can be defined as the interaction between national objectives and the resources for releasing the same with national governments from great

and small nations being the key ingredients. In this context, the Israel -Palestine conflict paves the way for exploring the utilization of digital diplomacy in the modern age and how Russia, China and US aligned in response to the crisis.

China

1. Foreign Ministry Spokesperson's Remarks on the Escalation of Tensions Between Palestine and Israel - 2023-10-08 10:58

The statement of the Foreign Ministry Spokesperson of China with regard to the intensification of tensions between Israel and Palestinian militant groups clearly represents the PRC's position on the Israel-Palestine rally and its attitude to the conflict resolution in the region. The reaction, in the provided chart, sums up some essential issues. The PRC (China) says that it is alarmed to see Israel's and Palestine's conflicts become more violent and uncontrolled. This is evidence that show China cares about peace and security among the parties and the responsibility it poses for the human society. The People's Republic of China urges all the relevant members to exercise restraint and stop the shooting right now (Ministry of Foreign Affairs, the People's Republic of China, 2023a). This is consistent with China's diplomatic moves to defuse the tensions and not escalate them into more violence; it insists that the resolution of conflicts through peaceful means be the priority.

China continues always to back for this two-state and peace solution as the most potential guidelines to solve the crippling conflict. Though China supports both Palestinians and Israelis, its position will remain consistent in backing the formation of an independent State of Palestine alongside Israel – a move that demonstrates its commitment to a negotiated settlement to the conflict. The PRC invites the international community to come up with a clearly defined course of action to solve this problem, including support for the Palestinian people (Ministry of Foreign

Affairs, the People's Republic of China, 2023a). This means China gives importance to the method of collective decisions making among states which helps to achieve peace as this approach to peace.

China underscores its dedication to joining efforts with the international community to ensure that peace lasts in this area. This indicates that China's diplomacy is energized as it is ready to aid the peace process in the Israel-Palestine crisis (Ministry of Foreign Affairs, the People's Republic of China, 2023a).

2. Special Envoy of the Chinese Government on the Middle East Issue Zhai Jun Has a Phone Call with Deputy Director-General of the Ministry of Foreign Affairs of Israel Rafi Harpaz on the Israel-Palestine Situation 2023-10-12 23:24

The dialogue between the Chinese Special Envoy on the Middle East Conflict, Zhai Jun, and the Acting Deputy Director of the Israeli Ministry of Foreign Affairs, Rafi Harpaz, shows the manner in which digital diplomacy is used to deal with the Israel-Palestine issue. By using the latest communication technology, the telephone call between the Chinese envoy and the Israeli official really manifests the utility of modern technology in the field of diplomacy (Ministry of Foreign Affairs, the People's Republic of China, 2023b). Through a direct way of communication that provides the real time responses, the participants will exchange their concerns and the positions they have to the Israel-Palestine issue.

Zhai Jun's comments embody Beijing's tactic of digital diplomacy whereby a country that is concerned and empathizes presents its grievances in public statements. In its publicly released statement that China deeply regrets the escalation of conflicts which lead to civilian casualties and again reiterates its adherence to the principles of humanity and peace it is trying to prove its humanity and commitment to peace in the region. Zhai Jun's urge of the immediate termination of

war, the cessation of violence, and the resumption of peace talks under the premise of two-state solution are in line with the diplomatic position that China holds on the Israel-Palestine problem (Ministry of Foreign Affairs, the People's Republic of China, 2023b). By means of digital platforms, China sets forth with the peaceful objective in mind and stresses the multi-nation strategy for the performance of this goal.

Zhai Jun's claim that China does not intend to pursue achieving selfish goals through the Palestinian question issue and his support of peace, equality and justice reflects another aspect of Chinese digital diplomacy-presenting itself as a fair and principled stakeholder on the international scene. Through stressing neutrality and benevolence, China wants to achieve a desire of winner and loser in the conflict as well as build up trust and reputation with both parties involved. Recalling Rafi's assertions that those living in Israel, along with Chinese nationals, can feel safe due to Israel's measures for their security can commonly be linked to digital diplomacy intended to confront national security concerns and calm foreign actors (Ministry of Foreign Affairs, the People's Republic of China, 2023b). Israeli government demonstrated its diplomatic strength by openly stating that the wellbeing of Chinese nationals in its country is a matter China as well as Israel pays great attention to.

In a nutshell, the lack of a face-to-face interaction between Chinese and Israeli leaders represents the way digital diplomacy is frequently used to convey concerns, champion for peace, develop positions, and resolve security challenges in the circumference of the Israel-Palestinian conflict. By way of modern communication technology and diplomatic moves, Israel and China take steps and declare in public about the crisis. The countries want the public to see that the aim of these steps and declarations is to bring peace.

3. *Special Envoy of the Chinese Government on the Middle East Issue Zhai Jun Meets with Ambassador of Israel to China Irit Ben-Abba Vitale 2023-10-17 23:55*

The meeting between Special Envoy Zhai Jun and Ambassador Irit Ben-Abba Vitale brings into focus the various diplomatic initiatives being pursued to begin the process of restoring a normal state of affairs in Palestine-Israel. Ambassador Vitale's request for the meeting implies that Israel is seriously considering putting the issue on the list of bilateral topics to discuss with China. Through their dialogue displaying a readiness for discussion and showcasing a united front against the conflict, the officials are ascertaining that the struggle is not against each other but against their differences (Ministry of Foreign Affairs, the People's Republic of China, 2023b). Notwithstanding the fact that the press release does not provide the details of the discussion, it emphasizes that there should be bilateral communication and cooperation which are very important mechanisms of handling challenging geopolitical problems. The participation of China in this partnership makes a mediation in achieving peace and security in the Middle East.

Russia

1. *Comment by Foreign Ministry Spokeswoman Maria Zakharova on weapons supplies to Hamas October 14, 2023*

Ms. Zakharova, Russian Ministry of Foreign Affairs spokeswoman, comments as a Russian governmental representative on the issue of Israel-Palestine conflict, addressing the issue of Russia's presumed involvement in delivery of weapons to Hamas. Zakharova unambiguously rejects these allegations, but at the same time criticizes the West, especially the NATO countries, who are concerned about the controversial arms shipments (The Ministry of Foreign Affairs of the

Russian Federation, 2023). She calls into question the impartiality of the UN Security Council members if they behave like a double standard in relation to weapons supply, and illustrates cases when the Western countries are alleged to aid armed groups or breach arms-control agreements. Zakharova's statement captures Russia's stance on the problem of the Israel-Palestine conflict, which is seen as a responsible solution in contrast to the West's activities (The Ministry of Foreign Affairs of the Russian Federation, 2023). It shows Russia's resistance to the Western hegemony and the wish to rewrite the world order. Therefore, it demonstrates the growing tension that happens among the two great countries. Though it does not provide a direct way out of the Israel-Palestine conflict, it is by criticizing Western politics and actions.

2. Further escalation of the Palestinian-Israeli conflict 10 October 2023 13:51

The press release from the Russian official stating the various issues of the Palestinian-Israeli conflict such as Russia which worries about the escalation of hostilities, its goal to ensure the security of Russian citizens in the region and its view of the solution of the conflict. The news briefing offers real-time updates on what is happening, including the list of flights for people who want to leave the confrontation zone and the updates on diplomatic crusades to dissuade the conflict (The Ministry of Foreign Affairs of the Russian Federation, 2023). This timely data similarly carries both significance for victims of the clash and also for all those interested parties that closely follow the news. The statement highlights the safety of Russian residents in the region and provides details on how the government is taking care of them (The Ministry of Foreign Affairs of the Russian Federation, 2023). This is interaction with own citizens has proven that the Russian government is open and close at hand. The sentence also suggests Russia's diplomacy mechanisms to address the crisis, through engagements with the local and global community. One of the ways

in which Russia is using digital diplomacy to convey its image is to put its diplomacy efforts in public through digital means.

3. *Developments in the Palestinian-Israeli conflict zone 20 October 2023 14:31*

The press release gives an outline of the prevailing circumstance in the Palestinian Israeli conflict domain whereby fighting is increasingly frequent and humanitarian crisis continues to rise. It comprises not only Ukraine's response and move, but also Russia fight to address it. The press release opens with the Russia's expression of deep concern over the incidents in the conflict zone including the high casualty figures and getting humanitarian disaster much extended (The Ministry of Foreign Affairs of the Russian Federation, 2023, 2023). Russia hereby shows the perception of very serious predicament and dedication to resolve it accordingly.

Statement accentuates the topmost obligation of Russia to guarantee the security of Israeli and Palestine citizens. It speaks on-going attempts to hold on to the Russian nationals and assistance in their safe withdrawal from the conflict area. This demonstrates Russia's obligation to its citizens globally, and its tendency towards preemptive approach during critical situations. Russia's activity with the aim of solving the crisis in Ukraine is delved into, there is a proposal of a draft resolution to the United Nations Security Council that suggests an immediate humanitarian ceasefire. The statement accords that the matter is thorny as the resolution has already been vetoed by US. It gives to understand that it is Russia who chooses to act through peaceful means and reaching out to the global institutions as the vehicle to resolve the conflict.

The statement puts forward the position that the West is undermining the UN resolutions and hindering the peace initiatives of the international mediators, including the Middle East Quartet It leveled against a USA which moreover remains focused on evolving the policy that does not help to resolve the issue at hand. It outlines the Russian understanding of international agents

and her method of analysis of the insurgent factors (The Ministry of Foreign Affairs of the Russian Federation, 2023, 2023). Russia again affirms that there is no military way out of the crisis and believes that only peaceful political and diplomatic ways while being firmly based on the international law can serve this purpose. Palestine is to be given a sovereign state status within its pre-1967 boundaries, with east Jerusalem as the capital city. This relates to the fact that Russia has always been dealing with this parameter for the peaceful terms of a settlement.

USA

1. Humanitarian Assistance October 21, 2023

The US press release paints an optimistic picture bursting with hints about the advancement of the staying of the Gaza catastrophe. With the first supply convoy since the Hamas attack in October came a significant action towards the alleviation of the dire need for food, water, medicine and shelter in the region. The success of this mission is credited to US diplomatic actions under President Biden, which demonstrate the administration determination to put global diplomacy, and the welfare of human above everything else. It is highlighted in the press release the criticality of keeping Rafah crossing as an unobstructed passage for the humanitarian assistance (U.S. Department of State, 2023b). This implies the big part of the international community's prolonged deed in the struggle against the crisis. Besides that, the USA undertook an ambiguous position towards Hamas, reminding them not to hamper the process of aid delivery. Their decision to provide medicines and medical equipment as well as treatment and rehabilitation programs show that they are trying to ensure the provision of all sorts of aid to the Palestinian people who are the ones who suffer from conflict.

The press release does not try to look away from the civilian pain and hardship that this conflict inflicts upon the entire population. It does, therefore, put the separability of the actions of Hamas from that of the Palestinian people which spares the innocent from further suffering (U.S. Department of State, 2023b). The privileging of the law of war as we are aware of is an affirmation of the respect and reverence for the civilian fighters caught in the midst of the conflict.

But unnecessary showcasing about US foreign policy and selective evacuation of US citizens as the main focus raise certain suspicions among people. The commendable American contribution on front-line of the aid facilitation requires deeper details on the available concrete forms of assistance and long-term plan for the sustainable aid in the future. Also, the press release, notably, is dedicated to gain the consent of only US citizens travelers whose situation of the rest foreigners remains not transparent (U.S. Department of State, 2023b). All in all, press release shows humanitarian organizations optimistic view on first foodstuffs and medicine deliveries to this region.

2. Hamas Condemnation Press Release October 18, 2023

This press release by the US serves a clear purpose: calling on the international community to renounce the Hamas attack of Israel and imposing the ban on Hamas members. The press release is explicit in its rebuke of the Hamas assault, pointing out the innocent people killed as well as the pain and the hardship it brought about (The White House, 2023). The American stand in this severe hour showing limitless support to Israel confirms the status of the United States on the matter. The sanctioning decision on the bigwigs in Hamas, who are supposed to regulate the financial operation of the terrorist group, will cut their operational expenditures and coupled with future barbaric acts, this step will diminish their influence in the region (U.S. Department of State, 2023a). This is a proactive approach which shows that they don't merely want to stop the violence taking place but

they also want to deter it. The press release distinguishes between Hamas and the Palestinian nation, while it expresses clear support towards the Palestinian people. This statement ascertains that the restriction is leveled against Hamas, not the civilians who are not accountable for the violence as the organization is. Hence, the organization is the only entity that should be blamed.

The United States moves to include other measures aimed at dealing with Hamas such as sanctions in its plan signal a multi-pronged and not just a sanction only approach strategy. This repentance probably will provide for other solutions to this problem. The report dismisses the attack but does not point out any factors that led to its eventual occurrence or historical context. This explains a complicated matter and may cause the exposition of not building the understanding with the Palestinians (U.S. Department of State, 2023a). The tone is plain-spoken and absolutely bias-free, to the extent of criticizing Hamas and giving Israel the support that it so deserves. The method is not so insightful to stimulate the interaction where various parties are addressed. Finally, it can be said that the release made statement of condemnation as well as outlining the actions that were taken by all. Unlike the positive outcomes of digital diplomacy which is seen as part of its effectiveness, its limited use of it and lack of a long-term strategy for a solution can be a barrier to the conflict resolution.

3. Secretary Blinken's Travel to Israel and Jordan. October 10, 2023

The press release regarding the visit of Secretary Blinken to Israel and Jordan is a case where the United States leverages digital diplomacy to showcase what its foreign policy agenda and priorities are. Here's an analysis of the press release in this context:

1. Timely Announcement: The United States seeks to influence and shape the public opinion through issuing a press statement before Secretary Blinken visits the host country. This way the message is being passed to both domestic and foreigner audiences. Through this practice, it is

ensured that such assurances are in place, giving ample advance notice to the Public, which in turn promotes awareness (U.S. Department of State, 2023).

2. Condolences and Condemnation: The press release specifically cites Secretary Blinken's plan to emphasize condolence messages for those who lost their loved ones due to recent terrorism in Israel, as well as denounce such acts. This press material reinforces the United States' stance on terrorism, thanks to the explicit statement on how the country stands on the issue. Digital diplomacy had been well utilized here to convey the US commitment to fight terrorism globally in partnership with Israel (U.S. Department of State, 2023).

3. Reaffirmation of Solidarity: It is worth noting that the United States is also standing with the people and the government of Israel. This statement signifies to the world that the USA has a strong relationship with this country (U.S. Department of State, 2023).

4. Security Cooperation: "Both liaison and Mr. Blinken's discussions on reinforcing Israel's security and reaffirming the sovereignty that it enjoys have emphasized the seriousness of America's matters on securing Israel's safety." When the U.S. appears in the press release and talks about the security issues openly, foreign actors are convinced about strategic plans and the effective contribution that would be made to countering regional threats as a partner (U.S. Department of State, 2023).

5. Online Outreach: The press release itself imparts digital diplomacy as it is transmitted through the main and the official communications platforms of the government. Not only by posting the announcement online but also by bringing the message to a global scale, the United States of America reaches both audience and stakeholders from both sides of the conflict and in addition to Israel and Jordan, ensure public discourse and perception for a fair solution.

The US press release regarding Secretary Blinken's trip to Israel and Jordan represents the US' style of advancing its foreign policy targets, expressing global partnerships and resolving regional security issues through digital diplomacy. The United States conducts proactive and translation-efficient online public communication to engage in the global community, further projecting the image of a globally engaged nation and enhancing its strategic standing worldwide.

Conclusion

Aphoristically, the digital diplomacy practiced by Russia, China, and the US have been depicted in the most recent Israel-Palestine conflict. Overall, the Russian's press release highlights the involvement of Russia in this conflict, by referring to political efforts, safety of its citizens and criticism of the international community's inactivity. It emphasizes accordingly that Russia plays a significant part in the region security cooperation as well as a capacity to contribute to peaceful resolution of the conflict. Yet, what is more important is the messaging and targeting that Russia tries to convey. To be more specific, Russia uses this conflict to gain points in the eyes of his own and international society by showcasing the indifference or what is even worse the biased nature of the approaches of "collective west", more specifically, US. In a situation when, in front of the world's eyes, US prefers to be "a good ally" rather than stay true on its democratic and humanitarian beliefs, Russia supports human rights and peace in the region. Simultaneously, the country tries its best in defending itself from the accusations regarding its connection with terrorists, gaining more points here, while showing off that the west is the one who mainly cares for putting mud on Russia.

The response of China, although it acknowledges the Israeli position but also supports the Palestinian cause, is understood to be China being an assistive and cooperative player in the conflict resolution. Through its efforts to promote peace, appeal for international help, and making sure two-state solution is being supported, China shows its due desire for Mideast region's security and stability. As for the other two countries, society and the history connect them with the sides of the conflict, in China's case, it could have not been interested about it at all. Yet, what China did is targeting itself as a great power who cares for both Chinese people living in the region and the people from the both sides who have rights and need to have chance to find peaceful resolution.

In the US's case, it continues to have its traditional messaging about democratic values, the importance of human rights protection, humanitarian supports and peaceful resolutions. However, at the same time, they didn't lose a chance to show their readiness to support Israel and use their power and reputation to find and use possible all means connected with diplomacy to destroy the image of Palestine in front of the world. With these actions, US tries to guarantee justifications for the actions of Israel and its own actions while supporting them.

Limitations and Avenues for Future Research

The section briefly discusses those limitations and introduces further directions for investigation therefore this subsection contributes to the ever-expanding knowledge in the field.

Limitations

1. Sample Size: A main weakness encountered in the study involved the small number of data available which was a product of public statements, official press releases, and media reports. The project's limited number of participants from Russia, the USA, and China may mean that the

research will not catch the comprehensive and unique features of digital diplomacy of all these countries.

2. Data Quality: The second limitation of descriptive epidemiology is the quality of the data sources applied. Sources of information included the official government websites. However, bias and inaccuracy cannot be entirely eliminated when reliable data is reported. Moreover, data availability could have been different during other time periods, and global post-event political instabilities could have had a partial impact on the comprehensiveness of the study as the Israel and Palestine conflict is a recent occurrence.

3. Scope of Analysis: The scope of my study analysis was small as the examined strategies of digital diplomacy applied by Russia, the USA, and China with only concentration on a 1 month press release span. Nevertheless, among the world's main contributors to this digital reality, there are others distinct in their tactics of digital diplomacy which require exploration in this research especially exploring the background of the conflict. This offers an opportunity to construct the sample for future studies with considerable coverage of countries.

4. Time Constraints: The limitations such as lack of sufficient time did not allow the researcher to perform thorough research on various examples of digital diplomacy over a long period of time. This research was based on data collection utilizing one month window period during the period it was conducted which did not allow it to consider long-term trends or compare strategies of diplomacy over time. Further research could adopt a longer-term approach, track the timeline of events over several years to see the emergence trends of digital diplomacy.

5. Scope of the Data: It was challenging to identify the scope of the press releases from the start of the availability of digitalized press releases for all the country hence an assumption was taken as if all the countries established digitalized press releases in the same year.

Avenues for Future Research

1. Comparative Analysis: Through the use of comparative analysis, a possible further investigation could examine a broader range of countries than the ones that employ digital diplomacy practices. Such investigation would also involve both main global actors and emerging regional powers. Therefore, this kind of situation would help us learn better how to communicate in diplomacy, taking into account the differences in economy, culture, and technology in the context of the international scene.

2. Impact Assessment: Continuing research might focus on the influence of e-diplomacy efforts on information and consensus formation, as well as on policy making. Scholars can use different qualitative and quantitative methods, which can take into account the effectiveness and efficiency of communication tools, used by the governments for the implementation of that diplomacy.

3. Technological Innovations: Given the necessary speed of digital technology breakthroughs, future research should address the impact of emerging technologies like Artificial Intelligence, blockchain, and VR technologies on International digital relations. The topic requires the inclusive examination of the application of social media by governments to project their messages to a global audience, as well as how they deal with the diplomatic challenges that emanate from them.

4. Stakeholder Perspectives: The next phase of investigation is to engage relevant stakeholders' views, which include government workers, diplomats, media professionals, and civil society groups. The teams will be able to analyze the interactions of participants to find out the background and consequences regarding digital diplomacy. For example, qualitative methods using interviews, focus groups, and surveys that benefit from a diverse perspective and experiences could be used as well.

Indeed, while this research grants a fundamental understanding of the digital diplomacy tactics of Russia, the USA, and China, it is imperative to be aware of the limits of this investigation, as well as the areas that require further research. However, scholars have to overcome these limitations indicating new opportunities and maintaining always the lead in studying diplomacy in the 21st century.

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Digital Diplomacy in the 21st Century

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